

KAUR wins award

by Michelle Ross
staff writer

Senior Doug Anderson is quite a guy. With the help of Brian Hauff, he made a commercial for KAUR radio that won the Best of Class Award in the Media Self-Promotion category at the annual Addy's award Ceremony held by the South Dakota Advertising Federation.

Anderson and Hauff's com-

mercial, a spin-off from a bank advertisement beginning with "My dad was quite a guy..." won against all forms of media: television, radio, newspaper and print coming from anywhere in South Dakota.

Jim Barkley, general manager for KAUR, said, "He [Anderson] was up against a lot of good competition. This is really a major event."

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Barkley and Anderson both said the station had won a first place in radio many times before, but never best of class.

Anderson did not stop with his winnings for the station at one trophy. He also left the awards ceremony with a first place certificate on a rap promo he did for KAUR.

The South Dakota Advertising Federation holds this ceremony annually for all of South Dakota. This year it was held in Rapid City and next year it will be here in Sioux Falls.